

Lodi General Plan Update



Report on the First Community Workshop

August 2007

DRAFT

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Prepared By

DYETT & BHATIA

Urban and Regional Planners

Fehr & Peers

Environmental Science Associates

West Yost Associates

Mundie & Associates

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1 Introduction

1.1 PROJECT BACKGROUND, SCOPE, AND PURPOSE

Lodi's current General Plan was adopted in 1991 and is nearing its 2007 horizon. In fall 2006—Lodi's centennial year—the City initiated a comprehensive update of the General Plan. While many of the 1991 Plan's policies are still relevant, the context and the setting on which the General Plan was based have changed since its preparation 15 years ago. The General Plan Update is an exciting opportunity for community members to explore long-term goals and development potentials for the city.

SCOPE AND PURPOSE

The General Plan is a document adopted by the City Council that can be described, as the constitution for conservation and development—the framework within which decisions on how to grow, provide public services and facilities, and protect and enhance the community must be made. The General Plan also expresses broad community values and goals, gives a picture of how the city should look in the future, and outlines steps to get there.

Lodi's General Plan will:

- Establish a long-range vision for the city, and outline implementing actions to achieve this vision;
- Establish long-range development policies that guide Planning Commission and City Council decision-making;
- Provide a basis for judging whether specific development proposals and public projects are in harmony with Plan policies; and
- Allow City departments, other public agencies, and private developers to design projects that will enhance the character of the community.

Topics in the General Plan will include:

- Land Use
- Growth Management
- Community Design and Livability

- Circulation
- Parks and Recreation
- Conservation
- Safety
- Noise

State law requires that the General Plan should be:

- ***Long-Range.*** The General Plan must be a long-range document addressing future development within the community. Lodi's General Plan will have a 20-year horizon.
- ***Comprehensive.*** The General Plan must encompass the entire Planning Area, and address the full range of issues associated with the city's physical development. Lodi's Planning Area covers roughly 80 square miles between I-5, Acampo Road, Treatheway Road, and a line running south of Armstrong Road that dips closer to Stockton in one location. Within this broad area, the General Plan will identify a smaller, future urbanized area.
- ***Internally Consistent.*** Mandatory and optional elements must be consistent with one another, and all elements have equal legal status. Additionally, principles, goals, objectives, policies, and plan proposals set forth in an area, community, or specific plan, and all capital improvements, must be consistent with the General Plan.

1.2 PUBLIC INVOLVEMENT AND PARTICIPATION

The General Plan is a policy document that implements the vision of the community. Therefore, public participation is an important part of the process of shaping the Plan. Opportunities for public input have been designed to allow the planning team to learn directly from city residents, business and property owners, and other community members about their needs and values, as well as to allow the public to provide feedback throughout the phases of the planning process.

Community members and interested parties are invited to participate and stay informed in many ways, including:

- Newsletters;
- Community workshops;
- City Council and Planning Commission meetings;

- Mail-in survey sent to all residential addresses in the city;
- Website at www.lodi.gov/community_development/general_plan.
- Stakeholder interviews (completed; report available on the project website); and
- Comments via e-mail.



1.3 PUBLIC WORKSHOP #1: PURPOSE AND ORGANIZATION

On Wednesday, June 13, 2007, the first community workshop for the General Plan update was held at Hutchins Street Square. Attended by approximately 40 community members, as well as staff and several members of the Planning Commission and City Council, this two-hour event allowed participants to share ideas and knowledge about opportunities and challenges that face the city. Community members were given a chance to brainstorm their visions for the future of Lodi and share their thoughts on the specific issues of citywide land use, community design and development, and transportation. The ideas collected at this and future visioning workshops will inform the General Plan update.

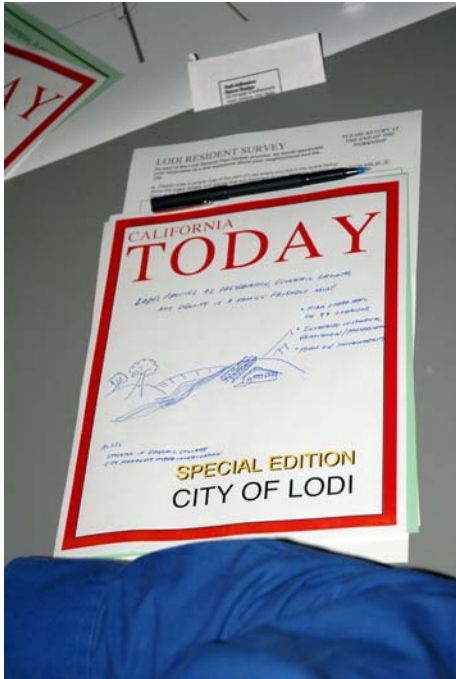


The workshop was publicized and community participation encouraged through a newsletter mailed to every address in the city. Written in both English and Spanish, the newsletter announced the workshop, and also included an explanation of the General Plan Update process, a land use map of the city, and a mail-in survey.



The structure of the workshop aimed to foster free-flowing discussion amongst small groups of community members. Upon sign-in, attendees were randomly assigned to tables, resulting in groups of seven to eight people. Each table was matched up with a neutral facilitator—either someone from Dyett & Bhatia (consultants hired by the city) or from City staff—who initiated and moderated the dialogue, guided the group through the exercises, and encouraged all participants to contribute to the discussion. The brainstorming segment consisted of two major components:

- **Lodi 2025 Visioning:** This activity consisted of group visioning discussions, where participants created headlines for a hypothetical California Today cover dated 2030. The participants were asked to envision that a reporter comes to Lodi in the year 2030 to report on the city's extraordinary accomplishments, and to create the feature story headline. People first



developed individual headlines on a mock cover, then shared them with their group. Examples are shown in Appendix A. Each table then worked together to create a group headline, either by selecting a favorite or combining components of individuals' headlines into a new one.

- **Issues Dialogue:** Attendants discussed issues relating to three major planning topics posed by the facilitator—overall land use and citywide development, community design and neighborhood development, and transportation. The ensuing discussions were recorded onto note pads by the facilitators and summarized.

After these activities were completed, a representative from each table presented to the entire room their 2030 group headline and the major points made during the issues dialogue.

1.4 OTHER REPORTS AND NEXT STEPS

The first phase of the General Plan Update process—consisting of detailed technical evaluation of issues and opportunities, and community visioning—is expected to be shortly completed. Results of this phase are documented in several reports:

Technical Reports: Four working papers provide a comprehensive assessment of the opportunities and constraints facing Lodi:

- #1: Land Use, Transportation, Environmental Resources, and Infrastructure Assessment;
- #2: Urban Design and Livability;
- #3: Economics; and
- #4: Greenbelt Conservation Strategies.

Public Participation: Results of this are documented in three reports:

- Report on Stakeholder Interviews
- Report on Community Workshop #1 (this report)
- Report on Community Survey

Overall, these reports form the research and analysis phase of the General Plan update process.

Following public presentations and reviews of these reports, City staff and the project team will prepare several alternative sketch plans. These land use alternatives will be based on results from stakeholder interviews, community workshops, mail-in surveys, and issues, opportunities, and challenges identified in the working papers.

The land use alternatives will be presented to the community in fall 2007, resulting in a preferred alternative which will be developed and selected. Following this, work on the Draft General Plan will begin. The General Plan will include preferred goals, policies and implementation strategies to ensure that visions and policies are carried throughout implementation. A comprehensive Environmental Impact Report (EIR) will also be prepared along with the General Plan. A variety of implementing regulations—such as zoning—and the Capital Improvement Program will need to be revised to be consistent with the Plan following Plan adoption.

Public meetings and workshops will be held throughout this process in order to maintain ongoing communication and feedback with the community.



2 Vision for Lodi

To kick off the workshop, participants were charged with creating a future headline about the Lodi they hoped to see. Participants shared these with one another in small groups, and then worked together to write a single group headline. All of the individual and group headlines were collected at the end of the workshop. The group headlines and the major themes from all the individual headlines are reviewed below.

2.1 MAJOR THEMES FROM INDIVIDUAL HEADLINES

Each participant in the workshop wrote or drew a headline that summarized what s/he hoped Lodi would be known for in 20 years. Facilitators encouraged participants to be clear about what they desired, such as explaining what “livable” meant to them.

A summary of these individual headlines follows, organized by prominent themes. See the appendices for a full list of the individual and group headlines.



COMMUNITY CHARACTER/LIVABILITY

Nearly half of the headlines sought to enhance the City’s livability and maintain small-town character, often expressed as “lovable and livable.” Many headlines elaborated on what livability meant, encompassing attributes such as walkability, community amenities, schools, low crime, and a family and child-friendly community atmosphere. Several headlines suggested that Lodi had become the most livable city in the country. Others saw the city as well planned, a model for others, with compact growth and no sprawl. Representative headlines included:

- “Still loveable and livable:
 - Parks within walking distance in neighborhoods
 - Schools and city form partnerships
 - Affordable housing”

- “Lodi named number one city to live in USA:
 - No urban sprawl
 - Well planned use of land
 - Low crime rate”

A few headlines, while touching on the principles of Lodi’s small-town character, also expressed desires for Lodi to become known as a family-oriented community with safe streets.

- “Lodi is getting close to living up to its motto ‘Livable, Lovable, Lodi.’ In 2007 the citizens declared that they wanted their number one goal to be truly a family-oriented community. Since that time they have implemented programs that have drastically reduced crime and drugs, while increasing programs for children, teens and families.”
- “Lodi is a city of clean and safe streets.”



“How a small town kept its identity.”

“Lodi: A perfect balance of life.”

“A rare gem! A Norman Rockwell original.”

“The sweet sounds of a bustling small town.”

TOURIST DESTINATION

Many participant headlines presented a vision of Lodi as a visitor destination. Many headlines centered on the idea of Lodi being renowned for wine-related tourism, surpassing other regional wine-tourist attractions, such as the Napa and Sonoma valleys; several of these saw preservation of surrounding agricultural land intertwined with wine-related tourism. In a few instances, headlines spoke of additional tourist features to draw visitors to Lodi, such as sports facilities, well-preserved historical neighborhoods, restaurants, shopping, and other accommodations.

Some headlines that specifically addressed agriculture and tourism were:

- “Lodi – Destination central for activities and entertainment.”
- “Lodi has the largest sports center in Northern California attracting thousands weekly to the wonderful wine community.”



“Lodi surpasses Napa as wine tourist destination.”

“Lodi: Small-town feel for the wine and tourism capital of the world. Tree-lined streets and vintage homes grace this central valley town that dominates the California wine tourism scene.”



- “Lodi: A vacation gem and still livable and lovable anytime of the year!”
 - Wine-tasting;
 - Fairs and festivals;
 - Fine dining;
 - Relaxed evening entertainment;
 - Old-time traditional and historic tours;
 - A quiet peaceful vacation spot;
 - Historical family fun;
 - And fresh, ripe spring and summer fruits and vegetables from the area.”
- “Lodi agriculture still thrives:
 - 20 year old vision blossoms;
 - Farm preservation yields dividends;
 - Open agricultural lands model for country;
 - Lodi appellation recognized throughout USA and world.”

Several headlines sought to combine livability and wine-tourism:

- “Lodi: Small-town feel for the wine and tourism capital of the world.”
- “Lodi: A vacation gem and still livable and lovable anytime of the year!”

OTHER THEMES

Sustainable Development

Another common theme in the individual headlines was sustainable development. Many headlines championed Lodi as a city that achieved sustainability, sometimes in conjunction with agricultural preservation and livability. Some headlines went to suggest Lodi as a model of socio-economic sustainability, where growth is kept compact and beneficial to both families and the environment. Headlines that specifically address sustainability include:

- “Lodi celebrates 22 years as California’s first certified ‘Sustainable City.’”
- “Lodi: Attaining low-impact sustainable living...Back from the brink!”
- “Lodi: Smell the trees!”
- “How a small town kept its identity:
 - Compact growth;

- Surrounded by sustainable agriculture.

Economic Development/Vitality

Several headlines saw Lodi as a bustling, vital community:

- “More big name stores for Lodians to shop and spend their money in Lodi ...”
- “New Delta College campus completed downtown! (Goodbye mobile classrooms)”
- “Downtown Lodi is vibrant. People are living in Downtown.”
- “Downtown with hotel facilities. Close to theatre/transportation.”
- “Highest standard of living with a thriving wine tourism and financial services industry.”

Recreation

Many headlines had a recreational/parks focus, with some offering specific ideas for improvements, while others seeking to enhance opportunities for youth

- “Parks within walking distance in neighborhoods.”
- “Lots of neighborhood parks.”
- “Lake park with water features for families who live and come to visit.”
- “Golf course.”
- “The grape bowl is ADA accessible, and is alive with outdoor concerts, athletic events and varied cultural opportunities.”
- “Bicycle/jogging trails along Mokelumne River – Lodi Lake.”



2.2 MAJOR THEMES FROM GROUP HEADLINES

Each group headline incorporated individual headlines and ideas most appealing to the group. Overall, the headlines depict a future Lodi that has developed sustainability, retained its small-town character, has livable neighborhoods as well as a vibrant downtown and is a wine and tourist destination.

The group headlines are:

- “Lodi – A balanced and beautiful life.”
- “Lodi recaptures its small town identity through agriculture, preservation and sustainable development.”
- “Lodi surpasses Napa as wine destination of the world.”
- “Livability:
 - Financial services,
 - Wine and sports tourism/destination,
 - Neighborly environment, and
 - A financially healthy city.”
- “Keep identity:
 - Compact growth,
 - Sustainable agriculture,
 - Housing options,
 - Kid-friendly, and
 - Agro-tourism.”
- “Sweet sounds of a bustling small town. A vibrant downtown with housing in downtown with density and a mix of uses and public art.”
- “Lodi named #1 City in the US to live in:
 - Still Loveable & Livable.
 - Lodi celebrates 22 years as the first certified sustainable city.
 - Lodi’s B&Bs continue to draw travelers to wine belt, outdoes Napa/Sonoma.
 - The little city that could.”

3 Planning Issues

The latter half of the workshop had participants brainstorming in small groups on key planning issues; this chapter summarizes the most frequent group responses to the issues discussed. These themes are arranged according to the topics the groups were asked to focus on. A complete listing of group responses is included in Appendix C.

3.1 CITYWIDE LAND USE/DEVELOPMENT ISSUES

The community's vision of citywide land use and development in Lodi focused around two major themes: Agriculture/open space conservation and community character. The suggestions offered ranged broadly from building mixed-used developments, continuing downtown revitalization efforts, with potentially new uses, creating more park and recreational space, and preserving agricultural space.

Agriculture and Open Space

Many group participants expressed their desire to maintain Lodi's existing agricultural space and firmly establish a greenbelt. Some envisioned that the potential benefit of such a greenbelt would be preserving and bolstering Lodi's wine industry and many expressed enthusiasm in promoting Lodi as a wine-related tourism destination. In addition, many expressed interest in developing park and recreation facilities in Lodi. Suggestions included water parks and recreation on Lodi Lake, soccer fields, a nine-hole public golf course, a regional park along the river, bike trails along canals, and even a centrally located agricultural park along rail lines.

Community Character

For many groups, the discussion hinged upon how to manage Lodi's growth and accommodate needed development while preserving the hallmarks of Lodi's present character. The visions varied, but many expressed a desire to redevelop and build in existing underutilized areas. Many were enthused about building mixed-use spaces for housing and retail in these areas, but many also expressed reservations about such development being too high-density and at odds with the current small-town character of Lodi. Many thought new development should concentrate on Lodi's Eastside and its redevelopment. Many also desired more hotels and commercial centers in downtown to draw people and tourists from surrounding areas to Lodi, although big box stores were discouraged.





Growth and Development

Many participants debated the merits of Lodi's growth, with some advocating for measures that limit the city's growth rate. Additionally, there was considerable emphasis by the groups upon pushing that development into underutilized sites within the city, especially in downtown and for housing. The need for affordable housing and diversity in housing types was also emphasized. Some felt that as Lodi grows it should preserve its grid of streets (through streets/limited or no cul de sacs) while building housing not to exceed four stories. Lastly, some discussed the merits of preserving Lodi's historic buildings and instituting historic façade requirements, all in part of a larger effort to preserve Lodi's character.



3.2 COMMUNITY DESIGN, DOWNTOWN, AND NEIGHBORHOOD DEVELOPMENT

Many of the responses varied in regard to specific implementation steps for neighborhood development. However, there seemed to be a common consensus toward revitalization of downtown and Lodi's Eastside.



Downtown and Neighborhood Development

Many groups desired some form of affordable and clustered housing development downtown, close to shopping and public transportation. Participants expressed a want of multifamily housing units, perhaps mixed with retail, but also held reservations about housing that was too dense. Others wanted a much greater retail presence in downtown, including larger department stores. Groups seemed to favor some form of "urban village," walkable by residents and governed by good, historic design standards with affordable and senior housing mandates. Additionally, many wanted an influx of downtown retail, hotels, and a UC Davis extension or Delta college facility. Some also suggested building additional parking downtown to accommodate new retail and tourist uses, and constructing more recreation facilities, as well as a children's museum.

Sustainability and Open Space

Many participants advocated for sustainable development practices for Lodi's future. Some advocated for a greenbelt surrounding Lodi and clustered rural development to preserve the outlying agricultural areas. Also, some envisioned wind-powered vineyards and legislative changes to encourage energy conservation efforts. Many groups desired more parkland, including such amenities as bicycle and jogging trails, as well as converting the land along the railroad and river into park uses.

Eastside Revitalization

While some saw Eastside as blighted, with many buildings not up to code, and sought cleanup and even demolition of some apartment buildings, others saw the need for greater community amenities such as a library, street improvements and “facelift”, and revitalization of Main Street with housing. Virtually all emphasized the need to integrate the Eastside better with the rest of the community.



3.3 TRANSPORTATION

Discussion of transportation improvements for Lodi focused upon expanding rail transit to Lodi and improving existent infrastructure and interconnectivity. Some groups advocated for maintaining the grid design of streets, as well as widening streets and adding separate bicycle lanes. Several groups mentioned the need for bicycle lane improvements; however a few thought that bike lanes were not a priority. In addition, some felt that greater setbacks along streets were needed, perhaps even with a shade canopy to encourage walking and bicycling.



By far, most groups desired rail improvements for Lodi. Many thought that a commuter rail should extend into downtown Lodi; BART, ACE or CCT were among the options discussed. Train connections to Sacramento as well as the Bay Area were also discussed, as were the completion of the Modesto line by the rail commission. In general, many groups felt commuter rail extensions into Lodi were key to achieving regional interconnectivity. Some participants felt that the current bus system in Lodi was underutilized and could be improved by reconsidering routes and schedule frequency.



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Appendix A:

Individual Headlines

- Still loveable and livable:
 - Parks within walking distance in neighborhoods
 - Greenbelt area sustained
 - Library to expand again
 - Hospital attracts research money
 - Pride in community evident throughout the city as evidenced by lack of graffiti and low crime rate
 - Schools and city form partnerships to meet neighborhood needs
 - Affordable housing
- Bike trails in Lodi are great
- Lodi agriculture still thrives:
 - 20 year old vision blossoms
 - Farm preservation yields dividends
 - Open agricultural lands model for country
 - Lodi appellation recognized throughout USA and World
- Lodi: The little city that could
- Most-award winning city in the US:
 - Most energy-efficient
 - Friendliest town in America
 - Grand prize winner : Best Zinfandel for past 20 years
 - Best planned
 - Highest home values
 - Voted best town school system
 - First prize “Best Tree Town” in USA
 - Bike USA

- Lodi named number one city to live in USA:
 - No urban sprawl
 - Well planned use of land
 - Low crime rate
 - Outstanding reliable utilities
 - Well maintained streets and parkways
 - Lots of neighborhood parks
 - Good balance of residential, commercial and industrial
 - Adequate schools
 - Reasonable housing balance
 - Pride of ownership
- Lodi celebrates 22 years as California's first certified "Sustainable City:"
 - Feature story: A day in the life of an urban villager
- Lodi:
 - Prospering wine region
 - Livable and Lovable
 - Unique qualities
- Lodi: From vision to reality
 - How a Small town kept its identity:
 - Compact growth
 - Surrounded by sustainable agriculture
 - Variety of housing options
 - Kid-friendly environment
 - A destination for agri-tourism
- Downtown Lodi is vibrant: Downtown Lodi is the place to be , with exciting things going on. Farmer's market, restaurants, etc. are causing people to enjoy Downtown.
- People are living in Downtown: Young professionals and starting families are finding exciting places to live in loft apartments; convenient to restaurants, coffee shops, retail and businesses.
- "Sports are important in Lodi: With sports facilities being constructed in Lodi, providing sports of all types with places to enjoy
- The sweet sounds of a bustling small town:

- Youth at play at the many parks and Lodi's massive lake during the day. As the evening wears on they migrate to other area downtown area activities
- Games, dinner, movies
- Parents find comfort in knowing their children are involved in socially uplifting activities both day and night
- Lodi has the largest sports center in Northern California attracting thousands weekly to the wonderful wine community:
 - Lodi still lovable and livable
 - Hometown living great for families close to everywhere
 - Biggest real estate boom in years
- Lodi voted most livable city!: Highest standard of living with thriving wine tourism and financial services industries. Modest growth has led to a neighborly environment. Incomes have grown and the city is financially healthy.
- Lodi surpasses Napa as wine tourist destination:
 - Lodi downtown becomes model of business and residential mixture serving the diverse community.
 - Lodi Eastside wins national award for renovation and neighborhood redevelopment.
- Lodi: Small-town feel for the wine and tourism capital of the world. Tree-lined streets and vintage homes grace this central valley town that dominates the California wine tourism scene.
- Lodi – Destination central for activities and entertainment. Nestled in the Central Valley lives a city that in the early years had the forethought of planning for the future in services and activities for all ages. A thriving downtown with local wines for tasting. Lake park with water features for families who live and come to visit.
- Lodi: Attaining low-impact sustainable living...Back from the Brink!
- Lodi: Reaping what they sow!
- Lodi 2030:
 1. Wine industry
 2. UC Davis facility/Delta College
 3. Downtown with hotel facilities. Close to theatre/transportation.
 4. Bicycle/jogging trails along Mok river – Lodi lake WIC
 5. Harney four lanes alleviates traffic problems

6. Smart Growth

7. Greenbelt to Eight Mile Road

8. Golf course

- Lodi CA voted best city to live in country:
 - New Delta College campus completed downtown! (goodbye mobile classrooms)
 - Heritage District becomes Garden District
 - 1800s architecture blended to accommodate new design
 - Crown jewel of Central Valley celebrates record grape harvest!
 - Gazebo dedicated by Lodi Historical Society at beautiful Hale Park among restored bungalow community
 - Mid-valley Shangri-la rivals Napa Valley in beauty and commerce
- Lodi is getting close to living up to its motto “Livable, Lovable, Lodi.”
In 2007 the citizens declared that they wanted their number one goal to be truly a family oriented community. Since that time they have implemented programs that have drastically reduced crime and drugs, while increasing programs for children, teens and families. They still have a way to go, but Lodi has become one of the most prosperous and safe towns in all of California.
- Lodi:
 - A good, safe place to live
 - Recreation opportunities available for Teens and Seniors
 - Good schools
 - Homeless people are now in homes
 - Job opportunities available
- Lodi is a city of clean and safe streets:
 - Children are able to play on their sidewalks without finding hypodermic syringes in the gutters; they can go to schools where a police presence is no longer needed.
 - The grape bowl is ADA accessible, and is alive with outdoor concerts, athletic events and varied cultural opportunities. Lodi’s Eastside has been designated a historical neighborhood and movie companies film movies set in the 1920’s and 1930’s.

- Lodi: A vacation gem and still livable and lovable anytime of the year!
 - Wine-tasting
 - Fairs and festivals
 - Fine dining
 - Relaxed evening entertainment
 - Old-time traditional and historic tours
 - A quiet peaceful vacation spot
 - Historical family fun
 - Fresh, ripe spring and summer fruits and vegetables from the area
 - A patriotic kind of place
- Lodi: A perfect balance of life
- I would like to see better access to transportation facilities. I would like to see more access to sporting events.
- A family plays on a warm afternoon at Lodi Lake
- A rare gem! A Norman Rockwell original
 - A serene community surrounded by the helter skelter of neighboring cities
 - Arts
 - Concerts
 - Wine and cuisine
 - Outdoor activities
 - A true destination
 - An example of planning over sprawl
 - The state and nation should take note of this outstanding town
- Lodi: Smell the trees
- More big name stores for Lodians to shop and spend their money in Lodi – rather than shopping elsewhere in the area as is the case presently – ie. Stockton, Elk Grove, Sacramento.
- More public parks/space where Lodians can spend their time – rather than trespassing and vandalizing public property. These properties should be purchased through use of public funds.

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Appendix B:

Group Headlines

TABLE 1

- Community/serene
- Destinations – art, food, tourism, recreation
- Good planning – stick to plan
- Hometown feel
 - Balance growth and development
 - Wine/art/tourism – economic development partnership
- Trees
 - Small community
 - Green
- Sports (spectator)
- Transport to airport
- Expand retail
- More public open space
- Hometown feels balanced with economic development
 - Partnering arts, wine, tourism
 - City owned parks and trees
 - Family-oriented: safety & activities

TABLE 2

Lodi – A Balanced and Beautiful Life.

- Lodi – A perfect balance of life
- Voted best city to live in country
- Good safe place to live
- One of the most prosperous and safe towns in Northern California
- A city of clean and safe streets

- Lodi: A vacation gem!
- Crown jewel of central valley celebrates record grape harvest
- Lodians enjoy natural beauty of their very own Lodi Lake
- Quality of life
- Small-town charm
- A concerned community

TABLE 3

Lodi Recaptures its Small Town Identity through Agriculture, Preservation and Sustainable Development

- Preserve agriculture
- Greenbelt separation

TABLE 4

Lodi Surpasses Napa as Wine Destination of the World

- Destination Center
 - Activities
 - Entertainment
 - Wine tasting
 - Water park at Lodi Lake
- Lodi surpasses Napa!
- Lodi Eastside wins national award for renovation & neighborhood redevelopment
- Lodi downtown becomes model of business and residential mixture
- Small town feel for the “wine tourism capital of the world”
- Tree-lined streets and vintage homes

TABLE 5

Livability

- Financial services
- Wine and sports tourism/destination
- Neighborly environment

- Financially healthy city

Keep Identity

- Compact growth
- Sustainable agriculture
- Housing options
- Kid-friendly
- Agritourism

Sweet Sounds of a Bustling Small Town

- Vibrant downtown. Housing in downtown
 - Density
 - Mixed-use
- Public art

TABLE 6

Lodi Named #1 City in the US to Live in

- No sprawl
- Well planned land use
- Low crime
- Reliable utilities
- Well maintained streets and parkways
- Balance res/Indus/comm.
- Good parks
- Active schools
- Reasonable housing balance (affordable)
- Pride of ownership

Still Loveable & Livable

- Hospital attracts research
- Walking distance to homes
- Expanded library
- Unique small-town feel

Lodi Celebrates 22 Years as First Certified Sustainable City

- Neighborhood villages
- Walkability (less than 20 minutes to destination)
- Alternatives to cars (train, multi-modal, train to airport and Sacramento)
- Expanded walkway on North to River

Lodi's B&B's Continue to Draw Travelers to Wine Belt, Outdoes Napa/Sonoma

- Agriculture in Lodi continues to thrive
- Farm preservation
- World recognized appellation
- Model agricultural policy for country

Little City that Could

- Most award winning
- Best art town, tree town
- Most energy efficient

Appendix C:

Planning Issues

A.1 CITYWIDE LAND USE / DEVELOPMENT ISSUES

TABLE 1

- Partnership of city with property owners on edge of city. Work together rather than city dictating
- Greenbelt needs fair compensation to land owners:
 - Negotiable but dialog is needed
 - Five acre parcel limit is popular option
 - Understanding that greenbelt is private property still
- Shopping centers on outskirts are convenient
- Downtown – shopping centers:
 - Support both
 - Different business types
- More hotels:
 - Moderate price
 - Requires tourism and economic development
- Equitable growth
- Development shared in all directions

TABLE 2

- Agricultural land is important
- Lodi is growing to the west. Shouldn't go east.
- 2% annual growth rate is good
- We have to consider what is going on around us (large mall going in nearby)

- We want to promote wine industry. Lodi wine trail
- We have 1,000s of square feet of space above downtown buildings that we could use for housing
- I think we have to build back inside the city, the vacant parcels, redevelopment
- Greenbelt:
 - I don't want to get to a point where I wonder what town I'm in
 - I'll be surprised if we ever end up with ½ mile wide
- Centrally located agricultural park along railroad:
 - Fountains, educational opportunities
 - Piazza – People's Park
- Problems with vandalism in the parks – would need to think about security
- Safety

TABLE 3

- Agricultural preservation
- Avoid zoning to save money
- Advocate high density
- High-speed rail along SR99
- Historic preservation and restoration
- Infrastructure sustainability
- Lodi maintains its identity/small-town character
- Secure the city/preserve city character
- Unique identity
- More opportunity for active outdoor uses, i.e. nine hole golf course, open spaces, green curtains
- More parks – that include small pockets of concrete spaces
- Include the river and make it into a large regional park / annex the river into the city limit
- Promote wine-related industry
- Higher density employment opportunity
- Traditional residential developments vs. higher density neo-traditional

TABLE 4

- Keep 2% growth limit
- Expand East-West not North-South
- Don't cross the river
- Facilitate in-fill and high-rise development
- Residential vintage façade requirements
- No cookie cutter developments
- Develop a water park
- High-paying jobs
- Develop new retail along highway corridors
- Western development to I-5: AL-5 zoning with clusters of commercial and higher density residential at intersections

TABLE 5

- Lodi needs to bottle growth
- Lodi needs to encourage growth
- Growth limit is stifling growth
- Revise growth management plan to encourage more growth?
- No, we're comfortable as a bedroom community
- We don't need drainage ditches as parks; rather, soccer fields
- More recreational opportunities
- Parks, not trails. No – BOTH
- Bike trails along canals
- Be realistic about what you call "bike trails"
- Lodi Lake:
 - Encourage recreation on/near (be creative)
 - Underutilized
 - Clean-up
- Focus industry – new industry in existing industrial land (south of Kettleman): Wine, Financial, etc.

- Housing:
 - Recent development: houses and roads are too small
 - Larger roads and lots
- Wide streets on a rectilinear grid – streets should go through
- No cul-de-sacs or crooked streets
- Four stories is okay
- Redevelop / build higher on underutilized spaces/unattractive spaces
- Cherokee lane is underutilized – eyesore
- Property owners need incentives/motivation to rehab/redevelop – lost opportunities
- Sunset Theater/Alexander's bakery: Needs to be redeveloped

TABLE 6

- Agriculture preservation
- Greenbelt – preserves and encourages agriculture
- Community gardens
- Encourage community involvement in agriculture:
 - Planning land use
 - Position for Global Market
 - Food dependency – value of agriculture
 - Buy Local programs
- Infill
- Mixed-use – second and third floor businesses and housing
- More parking garages to promote housing
- High density housing structures/codes/CCR's
- Neighborhood commercial
- Neighborhood identity
- No Big Box
- Community plazas
- Boundary (absolute growth limit)
- Energy efficient homes
 - Solar
 - Wind

A.2 COMMUNITY DESIGN, DOWNTOWN AND NEIGHBORHOOD DEVELOPMENT

TABLE 1

- Not enough parking downtown: Garage is unsafe
- Children's museum downtown would be great
- Upgrade of Lodi Avenue with public art is good:
 - Money into the Eastside
 - Community pride
- Higher density residential:
 - Relatively little
 - Some support, some oppose
 - Good design standards needed
- Infill could be encouraged

TABLE 2

- High density housing/zoning ruined old neighborhood in Eastside.
- If we get a redevelopment agency, some of the old apartment buildings need to be demolished
- We need senior housing, safe, attractive
- Work with ad-hoc committee for ideas
- 3 tiers:
 - Managed care
 - In-between
 - On-own
 - "aging in place"
 - Security features
 - Universal design
- Code enforcement is important
- Wind-generated power in vineyards
- Developments currently have restrictions that prevent energy conservation

efforts (like hang-drying clothes, installing solar panels)

- Address need for update to impact fees structure and weight
- Need more cops on the streets, particularly the east side

TABLE 3

- Attaining low impact sustainable living
- Lodi 2030: UC Davis extension facility
- Downtown with hotel facility
- Bicycle and jogging trails
- More public access along the river of canal
- Better transportation
- Greenbelt to Eight Mile Road
- Clustered rural development vs. urban high density
- Tourist industry
- Improve Eastside/face lift
- Revitalization of Eastside
- More multi-family units
- More retail in downtown area
- De-emphasize downtown

TABLE 4

- Vintage design
- Mixed opinion about narrow streets
- Affordable housing mandate/fee
- Duplexes on the corners
- Apartments “NIMBY” in planned new communities
- Affordable housing downtown near shopping & public transportation
- Bring ACE, BART, or light rail to town
- Good mix on large and small parks
- Downtown theme

TABLE 5

- Largest sports center in Northern California
- Capitalize on existing downtown
- Youth hotels
- Zinfest
 - More activities like this
- Coordination between various organizations/groups to establish destinations for tourism

TABLE 6

- Downtown Park
- Linear railroad park
- Downtown extends to Main Street:
 - Integrate retail into downtown feel – don't discount
 - Barnes & Noble
 - Williams Sonoma
 - Trader Joe's
- Class 1 trail to Micke Grove
- Delta College downtown – Grape Bowl to avoid sprawl
- Neighborhood parks
- Walkability
- Public Restrooms
- Regional River Park North NIOK
- Sports complex
- "Villages"
- Public art

A.3 TRANSPORTATION

TABLE 1

- High speed rail
- Tie in with BART
- Infrastructure to support growth
- Tie transport/buses to where people go for jobs
- Shuttle linked to airport
- Regional links
- Railroad underground
- Bike lanes needed (for safety)
 - Lodi Lake

TABLE 2

- Does anyone ride the buses?
- Smaller buses, more frequent?
- Only one or two cabs in city – not enough
- Bike lanes are currently used for parking
- More promotion of environmentally-friendly transportation
- Incentives for riding bikes into downtown
 - Parking for alternative fuel vehicles

TABLE 3

- CCT– commuter line opportunity
- Encourage rail commission to complete Modesto line
- Improve roads/tran on Lodi Avenue
- Wider street with Bike paths separate
- Greater setbacks
- Meandering streets vs. grid streets
- Provide better East-West connectivity
- More separated bike paths
- Improve commuter trail through the downtown

TABLE 4

- Bike trails
- Utilize canals
- Grid design
- Streets are too narrow
- Bring ACE, BART, light rail to town
- Discourage wide arterials
- Encourage transit ridership

TABLE 5

- Lodi gets an A in transportation
- Lodi Avenue RR crossing – big
- Buses drive around empty
- Train to/from Sacramento: Commuter rail
- Bike lanes aren't a priority
- New amenities/destinations: needn't be focused along corridors or centers. May be spread out.

TABLE 6

- Interconnectivity of:
 - Regional rail
 - Bike paths
- River water trail
- Accommodate more effective transit
- Bike racks
- Importance of shade canopy to encourage walking/biking
- More water efficiency agriculture
- Parkways, divided/landscaped medians

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